

Message Text

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PAGE 01 LONDON 06241 211848Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 STR-07 /028 W
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P R 211119Z APR 78
FM AMEMBASSY LONDON
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 5364

UNCLAS LONDON 06241

FOR CHARLES E. JOHNSTON, USDOC FOOTWEAR TEAM COORDINA-
TOR, AND VICTOR MANGINI, FOOTWEAR TASK FORCE

E.O. 11652: N/A
TAGS: BEXP, UK
SUBJECT: AMERICAN FOOTWEAR INDUSTRY ASSOC. (AFIA) IOGA
TRADE MISSION

REF: (A) STATE 47047; (B) PARIS 7844; (C) LONDON 3850;
(D) LONDON 4089; (E) STOCKHOLM 1088; (F) USDOC 7529

1. PROPOSED SEP. 26-28 TIMING OF IOGA MISSION VISIT
POSES PROBLEMS. PARA 2 REF F REQUESTS HOTEL ROOMS "IN
IMMEDIATE PROXIMITY OF BRITISH INT'L FOOTWEAR FAIR"
(IN WHICH WE HAVE URGED PARTICIPATION), YET LONDON
FAIR IS SCHEDULED FOR FOLLOWING WEEK (OCT. 1-4). IT
APPEARS UNLIKELY THAT EXHIBITOR FIRM'S EXECUTIVES OF
LEVEL BEST SUITED FOR TRADE MISSION ATTENTION WILL BE
ON HAND AT THOSE EARLIER DATES, IF THIS IS THOUGHT
BEHIND PROPOSED TIMING.

2. RECOMMEND INSTEAD THAT PARIS STAY BE MOVED BACK
TO FOLLOW DUSSELDORF EXHIBITION DATES, AND THAT LONDON
VISIT THEN FOLLOW DURING WEEK OF BIG BRITISH SHOW.
THIS WOULD CONTINUE TO ALLOW FOR MISSION ATTENTION OF
STOCKHOLM SHOW FAIR (REF E), AND THERE APPEARS NO
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OBJECTION FROM PARIS SIDE SINCE IMC IN ANY CASE WILL
NOT BE OPEN ON SEP. 13-15 (REF B) AND NO PERTINENT
FRENCH SHOWS ARE SCHEDULED FOR EITHER PERIOD PER APRIL
ISSUES OF "EXHIBITION BULLETIN" AND "EXPOWORLD".

3. ACCORDINGLY, EMBASSY URGES THAT MISSION RESCHEDULE
PARIS VISIT FOR SEP. 26-28, TRAVEL TO LONDON AND BEGIN

SET-UP ON SEP. 29, COMPLETE SET-UP ON SEP. 30, AND
EXHIBIT IN BRITISH INT'L FOOTWEAR FAIR AT OLYMPIA OCT.
1-4.

4. IF PARTICIPATION IN FOOTWEAR FAIR SOMEHOW IS
IMPOSSIBLE, SUGGEST SAME TIMING OF MOVEMENT TO PERMIT
CALLS ON AGENTS/DISTRIBUTORS AFTERNOON OF SEP. 29 AND
ATTENDANCE AT FAIR OCT. 1 AND 2.

5. POST IS COLLECTING INFO ON NEWLY-ANNOUNCED
SPECIAL HOTEL DISCOUNTS FOR PERIOD OF FOOTWEAR FAIR.

STREATOR

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